

NewsRelease

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GPO REVAMPS MAGAZINE FOR U.S. MARINES

WASHINGTON-The U.S. Government Printing Office works with more than 100 Federal agencies in helping them craft communication messages that tell their stories in an interesting and clear manner. Recently, the editor of *Ground Warrior*, the official safety magazine of the U.S. Marine Corps, tasked GPO with developing a new format which would capture the imagination of its target audience of mostly young Marines.

Following the guidance of Captian Billy Edwards, editor of *Gound Warrior*, GPO design professionals suggested a fresh new look with shorter, more concise stories told by Marines around the world in their own words. Real world situations – from the front lines to the bases – help readers identify with the serious safety issues that the magazine covers.

“It’s important for the Marine Corps to have an effective tool to discuss safety topics,” said Captain Edwards. “Through GPO, we have achieved that design - and not only does it make us look better, but in turn, it also makes us more credible. Marines will be more interested in reading a magazine that looks like real thought was put into it. The organization of the magazine in this new form will provide better consistency for readers; Marines will look forward to their favorite parts of the magazine whether it’s the stats in the front or the shorter stories and features. A cleaner product will also make us more likely to get contributors, because they will want to be a part of a good project.”

To view a PDF of the magazine, visit the following link:

http://www.safetycenter.navy.mil/media/groundwarrior/issues/GW_Vol7.pdf.

Two dozen people work in the GPO Creative Services group in Washington D.C. producing both finished design in-house and working with private sector design firms throughout the Nation. Projects range from Web site design and multimedia to security design and branding strategies.

The Government Printing Office, headquartered in Washington, D.C., with customer service offices in 16 cities across the country, is the Federal Government’s primary centralized resource for producing, providing, and preserving published U.S. Government information in all its forms. For more information, please visit www.gpo.gov or call (202) 512-0000.

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